

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman et al. Art Unit : 3714
Serial No. : 10/798,340 Examiner : Ronald Laneau
Filed : March 12, 2004 Confirmation No.: 5600
Notice of Allowance Date: December 1, 2010
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING
ADVERTISING OVER NETWORKS

MAIL STOP ISSUE FEE

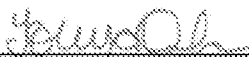
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed December 1, 2010, enclosed is a completed Issue Fee Transmittal Form PTOL-85b. The \$1510 required Issue Fee and the \$300 required Publication Fee are being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. No other fees are believed due. Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: March 1, 2011


Tonya S. Drake
Reg. No. 57,861

Customer Number 26192
Fish & Richardson P.C.
Telephone: (202) 783-5070
Facsimile: (877) 769-7945